Dollhouse Asia's Marketing Communication Strategy

International Communication – Year 4
Graduation Report

ICVH9GRA2

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Date: June 2014

Word Count: 13,345

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1. EXECUTIVE SUMMARY

This report focuses on the design of a Marketing Communication strategy for the brand 'Dollhouse Asia' to be used within Asia, for the brands products of bags and shoes. The pinnacle of this strategy is to use upcoming fashion trade shows to create brand awareness for Dollhouse.

The main problem for the client was: A desire to increase marketing communication activities but not sure how to do so in order to create brand awareness and use upcoming trade shows to their full advantage.

Research was conducted to uncover the best ways to increase awareness for the fashion brand in the Asian marketplace. The findings were calibrated and analysed in order to determine the most advantageous plan. As a result, a design of a marketing communication strategy was created.

The advice/design:

Short-term advice	- Improve the Website - Establish more social media presence - Facebook - Advertise online (Facebook) - Create promotional material (posters, flyers) - Attend trade shows - Take part in a fashion show (Indonesia Fashion week)
Mid-term advice	- Strengthen business connections - Visit trade shows in more remote areas of Indonesia
Long-term advice	- Create strong brand identity and brand image - Strengthen business connections and form new connections

Following the marketing communication strategy designed in this report would result in a large increase in brand awareness and result in a profitable advantage for Dollhouse Asia. The strategy was developed according to research and theories, and is therefore a well thought-out plan for Dollhouse to follow during the upcoming months/ years.

2. PROJECT AND ORGANIZATIONAL CONTEXT

The project consists of establishing a research report for Dollhouse Asia. It has been conferred by Dollhouse Asia to a 4th year International Communication student from Hanze University of Applied Science's.

2.1 PROJECT BACKGROUND

The desire of Dollhouse Asia to increase their business activity has led to the formation of this project. The background to this problem, according to the client (Celebrity; Marissa Nasution, the founder of Dollhouse), is that while operating within their domestic market of Indonesia, they have done so with minimal marketing efforts and therefore not reached their full customer base. Based on this, Dollhouse Asia has requested that the project result in the design of a marketing communication strategy.

In order to design a marketing communication strategy for Dollhouse Asia, the brands marketing efforts this far need to be noted. Social media marketing is the main marketing activity that Dollhouse is implementing; there are weekly posts on several social media platforms, although customers or fans that already follow the page see these. This is a weakness for Dollhouse, as they are not reaching their entire market (client interview, 2014). There are no other means of marketing other than through Marissa herself. As Dollhouse is a celebrity-owned brand, there are other indirect marketing efforts that arise from Marissa getting media attention, such as participating in fashion shows. These indirect promotions are a blessing and advantage for Dollhouse as a brand, so combined with more direct marketing efforts the brand could reach a larger market (client interview, 2014).

Marissa stated that her objective is to implement more marketing efforts and attend more trade shows to increase the popularity of the Dollhouse brand. The brand has no physical store; it is sold online or sold through other buyers. The Indonesian online community reached 74.6 million users in 2013 and is still growing (see appendix 9.4 for Indonesia's internet data). The Dollhouse Asia brand focused on

shoes since it was founded in 2010, but now they are expanding and venturing into new areas, hence the creation of 'Two Faced, by Marissa Nasution', a bag line (see appendix 9.7 for logos).

The client's wish during this project is the following:
Give advice through the design of a marketing communication strategy on how to use trade shows within a more general marketing strategy to improve brand awareness.

2.2 ORGANIZATION

Marissa Nasution, a local TV, Radio and MTV VJ presenter launched Dollhouse Asia in 2010. Marissa uses social media networks such as Facebook, Twitter and Instagram for promoting her brand. Marissa posts pictures of herself wearing her shoes, and as a result; her followers (42,000 on Instagram and 288,000 on Twitter) comment asking where they can buy them. This has been successful, but Marissa is looking for some ways to target other women who do not follow her on social media.

Although Dollhouse has not had a functioning marketing strategy, they have managed to make $28,000 profit in 2013 from selling shoes online (see appendix 9.1: Dollhouse profits). An advantage for Dollhouse Asia is the fact that Marissa Nasution designs her products; and she is considered a celebrity in Indonesia, which gives her brand a competitive boost (Roll, 2006). The products are affordably priced compared to other brands on the market and have a unique selling position. Being sold online has allowed Dollhouse to make 'shoes to order', allowing the customer to customize the designs to suit their preferences (client interview, 2014).

Dollhouse Asia has never attended trade shows in the past, but they have held 'Celebrity Garage Sales' in central Jakarta with other local Indonesian celebrities, which were popular. In 2012 Dollhouse held a fashion show in a shopping mall in Jakarta, which resulted in over 300 sales. Marissa's celebrity endorsement allows

the brand local media attention, such as on TV, product placements in magazine shoots and interviews where Marissa talks about her brand.

Dollhouse Asia products are all manufactured in Indonesia, mainly in Jakarta but also in Surabaya, this allows production and transportation costs to be low, meaning the company has a better pricing position (Client interview, 2014).

Dollhouse currently has five full time employees that are in charge of organising events, contact person for the brand, online orders, monitoring production, and customer relations. Marissa is the manager of the whole brand; so all decisions go through her. There are meetings with all staff every two weeks and tasks are assigned to the appropriate employee.

Strengths	**Weaknesses**
• Customizable shoes • Celebrity endorsement (Marissa) • Online shop • Made to order production • Affordable (Below $150) • Fashion show status • Media attention (TV, Magazines, websites, movies)	• No marketing strategy • Lack of awareness of brand • Low quantity of stock • Small orders can only be handled (influences advice) • Shoes require every size to be catered for
Opportunities	**Threats**
• Possibility to internationalize • Discussion of being sold to a financial firm • Fashion weeks/shows in Indonesia/around Asia • Trade shows around Indonesia/Asia • Promotional events through celebrity status • Increasing media attention	• Fashion industry very fast paced • Market saturated with competition • Small scale production provides sale limits • The sale of the brand could change the business for the worst • The brand is associated with the celebrity, which means any scandals or gossip will affect the brand

Fig.1 SWOT analysis of Dollhouse Asia

2.3 TRADE SHOWS

There are several trade shows that Dollhouse plans to attend in 2014; the design will consider all trade shows. The biggest event is the Bandung Creative Week (BCW); it takes place every year over four days. The objectives of the BCW are to develop the Indonesian fashion industry, introduce young designers and local brands to a wider audience, and involve the media and potential buyers to shop (Bandung Creative Week interview, 2014). Shopping at trade shows allows customers to see products before they buy them, which would not be possible with online shopping, thus the desire of Dollhouse to attend trade shows (client meeting, 2014). Trade shows allow a huge mix of consumers to confer in one area, meaning the brand achieves more awareness (International Trade Centre, 2002). Bandung Creative week is organized by Nalda Alfera, it has been held for 4 years in a row, and the results have been increasingly good, with the number of attendees reaching thousands and the number of stalls expanding (Bandung creative week interview, 2014). The participants at the BCW in the past have been the fashion and blogger community, lifestyle and business media, photographers, celebrities, fashion students and prime target customers (Nelda meeting, 2014).

Taking all this into account, a marketing communication strategy is required in order to develop brand awareness through the use of trade shows.

3. THEORETICAL FRAMEWORK

The theoretical framework represents the perspective of the research that will be used for the analysis of the research objects and will contribute to the formulation of the design of a marketing communication strategy.

The preliminary research on the Indonesian fashion industry and market has been made in order to clarify the research objective and to determine the research objects. The theoretical framework includes theories of three areas:

1. Trade shows
2. Marketing communication strategies
3. Branding

Trade show theories will be used to uncover what Dollhouse needs to be successful and prepare for trade shows. Kerin, Roger A., and William L. Cron (1997) in 'Assessing Trade Show Functions and Performance', identified seven trade show functions and the corresponding selling and non-selling roles, they also state marketing and trade show strategy variables that impact performance. These variables were selling activities: introducing new products, selling at the show and testing new products. Non-selling activity variables for measuring performance at trade shows were: Identifying new prospects, servicing current customers, enhancing brand image and gathering competitive information. Their research focused on understanding what activities performed at trade shows were connected to performance. Instead of only assessing trade show performance based on the sales outcomes, they decided to analyse behaviour-based activities too. Thus, Kerin and Cron developed an outcome-based dimension and four behaviour-based dimensions to assess performance at trade shows.

Kerin and Cron stated, "Trade shows blend elements of direct selling (Outcome) and other promotional and relational activities (Behaviour)" (Kerin, Cron, 1997).

The outcome-based assessing dimension was purely sales-related activity, these included sales at the trade show and sales after the trade show. The behaviour-based dimensions included more activities related to the process, these included:

Information-gathering Activities; all the activities related to the collection of information about competitors, customers, industry trends and new products at the trade show.

Image-Building activities; all activities related to building corporate image and reputation at the trade show. Creating product interest and awareness, while building corporate image and reputation. This is the marketing communication tool of trade shows. Kerin and Crons three important image-building motives for trade show participation were; competitive pressure, customer expectations, and image. Such activities are considered as behaviour-related.

Motivation activities; all activities related to maintaining and enhancing the motivation of company employees and customers. They state that enhancing the motivation of company employees and customers are important activities for exhibitors at trade shows. Sales force morale (i.e. A firm's use of trade shows as a tool to build morale of its sales force) is one motive for participating in a trade show. Kerin and Cron said, "trade shows can be used to train and motivate the sales force" (pg. 11).

Relationship-Building activities; all activities related to maintaining and developing relationships with established customers, and establishing relationships with new customers. Kerin and Cron mention that food and drinks are often served to customers, which encourages visitors to spend their time in the booths they visit, thus lengthening interactions. Trade shows are a way to meet key decision makers that would otherwise be inaccessible, such as a product buyer for a department store. The relationship between buyer and seller is a long process, which could not be achieved through one trade show as there is limited time there. It is an on-going process.

These dimensions for assessing trade show performance will be used in this research project in order to ensure that Dollhouse performs successfully at trade shows. Kerin and Crons theories will be used to answer Q1 (S1: what key aspects can be derived

from theories on trade shows for designing a marketing communication strategy?). It was also mentioned that; "information gathered at trade shows could help managers make strategic decisions about marketing, finance and production policies and programs" (1997).
Kerin and Cron's study is useful in understanding how the trade show variables should be considered in the control and management of trade shows.

Dekimpe, Marnik G., Pierre Francois, Srinath Gopalakrishna, Gary L. Lilien, and Christophe Van Den Bulte (2007) in 'Generalizing about Trade Show Effectiveness: A Cross-National Comparison', the authors develop a three stage model with three measures of effectiveness; attraction, contact, conversation. They generalise about the effect of various show selection variables as well as tactical variables (booth size, personnel, etc) on observed performance. According to Dekimpe, "Trade shows account for nearly one-fifth of the business marketing communications budget of USA firms, and approximately one-fourth of the budget for many European firms (pg.2). Dekimpe also discusses in detail the growth of trade shows throughout the 1980s to the 1990s, and how a growth of 30% is expected during the 2000's. In a survey conducted with business owners in 2005, 78% of the respondents felt that trade shows actually increase value to their business (Konopacki, 2005). At the time of Dekimpe's study on trade shows, Europe was the estimated hub of major trade shows; with 60% of the worlds trade shows being held there. However, he states that Asia is growing rapidly and will soon see increases in trade shows. Dekimpe points out that little attention has been paid to the study of the relationship between firm tactical decision variables and its objectives for participating at trade shows.

Thus, a three-stage model was developed, where three different measures of effectiveness (attraction, contact and conversion effectiveness) are linked to a number of control variables. Dekimpe defined attraction efficiency as 'the percentage of a firms target audience that were attracted to its booth'. Contact efficiency was defined as 'the fraction of those attracted from the target audience that were actually contacted by the salespeople at the booth. Conversation

efficiency was defined as 'the percentage of those contacted that turned into a sales lead. Dekimpe found the key determinants of trade show effectiveness to be the size of the booth, the personnel at the booth and the use of promotional techniques. The model was calibrated using data from a US trade show (the 2007 annual food exposition organised by the institute of food technologists). Dekimpe notes that this model does not take into account the relationship between what a firm does before the show (promotional activity, investments in the design or decoration of a booth, or investments in booth personnel, etc.) and what the effects of this preparation are (pg.2, 2007).

Dekimpes goal with his research was to develop an empirical generalization on trade show effectiveness that could be applied across countries and industries (Pg.3, 2007).

In order to measure trade show effectiveness, tasks such as generating awareness are explained to the reader. Dekimpe states, "Most business marketers use a mix of personal and impersonal communication vehicles to meet their marketing communication objectives". Trade shows blend some elements of direct selling (sales personnel in the booth, or on the show floor) and advertising (booth generates awareness itself). Trade show effectiveness is only measurable in terms of what the exhibitor's goals and objectives are for taking part in a show; whether it is generating quality leads, in promoting corporate image or maintaining relationships with current and prospective customers. This becomes more complicated once it becomes evident that a lot of the time exhibitors will have more than one objective. Due to the range of goals and objectives, marketers have to rely on measures of performance such as audience activity, audience quality, proportion of target audience attracted to the booth, proportion contacted, and number of leads generated (pg.4, 2007). Therefore, Dekimpe uses 'a firm's ability to attract its target customers to its booth and to contact them' as a measure of trade show effectiveness. Dekimpe points out that customers across nations go through stages of the buying process (recognizing needs, products/services to satisfy those needs, to preferring particular suppliers to others, to making the purchase, and finally post-purchase feedback). Marketing activities help manage this buying process, but needs

must be recognized before they can be satisfied and products must be considered before purchases are made. Dekimpe mentions that the key role of a marketer is to "identify where a customer or a prospect is in the buying process and to target efforts accordingly" (pg.5, 2007). The trade show pre-marketing activities (direct invitations, publicity, as size and location) will have different effects on different people, depending on where they are in the buying process. If a person has already narrowed down their desired suppliers they will have no interest in visiting a booth that is not one of the final choices, which may lead to making appointments with smaller suppliers.

According to Dekimpe's research, US trade show visitors are usually earlier in the buying process than those in the UK, where it is more common to make personal appointments to meet and to conduct business at the show. Based on this, the level of attraction effectiveness should be higher in the US than in the UK.

Using the model that Dekimpe has developed, attraction effectiveness is the first stage: the percentage of the target audience attracted to the booth. The second stage of the model: contact effectiveness as the percentage of booth visitors (out of the target audience) that salespeople at the booth talk to. The first two stages of the model result in the "booth-attraction" measure (apart from the fraction coming to the booth to get literature/information without talking to the salespeople at the booth) (pg.6, 2007).

Using data across multiple shows, Dekimpe was able to collect data on the third measure of trade show effectiveness: conversation. 136 observations of trade shows across industries were conducted, and a matching process was carried out to generalise about 10 industries where there was comparable data. Based on this data, Dekimpe formulated some hypotheses on the effects of his explanatory variables, and how other firms can use them (pg.8, 2007).

These hypotheses included:

1. Differences between countries: promotional spending in Europe is usually aimed at setting formal appointments, while in the USA and Asia this spending is usually aimed at generating interest. The decorating and attraction variables of a booth may affect visitors more in the USA and Asia than in the UK (Dekimpe, 2007 Pg.8).

2. Firm-specific characteristics: Pre-show promotional activity (marketing efforts) has a positive effect on booth attraction effectiveness. Also, larger booths with space in them have a positive effect on attraction effectiveness. The number of sales people working at a booth may have a positive impact on the number of visitors attracted and the percentage contacted. Dekimpe also states that larger and more known companies and brands may have a competitive advantage in attracting people to their booth.
3. Vertical/horizontal shows: Dekimpe hypothesises that "firms participating in horizontal shows (wide variety of products) experience lower attraction effectiveness than firms exhibiting at vertical shows (specific, narrow focus)". Those firms that participate in smaller shows may experience higher attraction effectiveness than firms exhibiting at large shows.
4. Industry characteristics: Firms in fast moving/short life cycle industries see greater attraction effectiveness than those in slower moving industries.

Srinath Gopalakrishna, Gary L. Lillien, Williams, Jerome D., and Ian K. Sequeira (2003) the authors of 'Do trade shows Pay Off?' help managers of small to medium-size firms assess their firm's performance at a trade show. The authors report on the effects of a trade show on sales and profits for a manufacturer of gas chromatographic equipment. Their analysis indicates that the show provided positive economic returns to the firm. They also provide evidence that the show had positive effects on generating product awareness and interest; which is particularly useful for this research project. Although their research studies a single firm and the effects of a single show, the authors results that, under carefully controlled conditions, the returns from trade show investments can indeed be measured and quantified. According to Gopalakrishna and Lillien, trade show expenditures are the second largest item in the business marketing communications budget after advertising. Trade show expenditures were growing during the time that the article was written, with 1.9 million firms attending trade shows in the US during 2001 (Gopalakrishna, 2003). With this much money and time being invested in trade shows, the authors set out to find if they actually pay off. Measuring the return of a trade show is complex due to a number of factors such as direct sales, as well as

attitudinal and cognitive effects. These effects could include creating product awareness, and building image and reputation. Furthermore, trade shows are typically carried out in conjunction with other elements of the marketing communications mix (direct emails, advertising in print and online, and personal selling). These other marketing activities therefore can interfere with the true measure of the impact of a trade show.

Gopalakrishna mentions that trade shows compliment advertising efforts, as they generate awareness, express corporate image and provide product information. Lillien and Gopalakrishna develop some hypotheses based on literature and interactions with trade show exhibitors and managers; these hypotheses were split into two groups: direct sales effect of trade shows and those related to cognitive or attitudinal (indirect) effects of trade shows (pg.77, 2003). As a trade show is a communication medium, Gopalakrishna expected a positive effect on sales, either instantly or over time. He also expected that the sales should be greater than the expenditures on the trade show investment in order to be financially justified. Another point was made on the effects of trade shows to extend over time, either immediately or eventually. Gopalakrishna and Lillien also expected trade shows to have a positive effect on the intermediate cognitive stages leading to a purchase; effective marketing communication should have a positive effect on the earlier stages of purchase decisions.

The impact of trade shows was determined by comparing current customers and prospective customers who attended the show and visited a specific booth with those who either did not attend the show or attended the show but did not visit a specific booth. A month prior to the trade show, brochures were sent out with invites to these current customers and prospects. Visitors that did not have brochures were surveyed to collect information; this created a list of booth visitors. Surveys were conducted to determine prior intention to buy any of the products on display at the show. To examine the non-sales effects of trade shows, the researchers surveyed a sample of and non-attendees two months after, focusing on the impact of the show on product awareness and product interest. If respondents

were aware of either or both of the products that a particular firm introduced at the show, they were rated as "aware" (pg.80, 2003). As a result, the authors demonstrate that trade shows can pay off for companies, brands and firms. This theory will be used to create the surveys used at the Dollhouse trade show, and then be used to analyse the results according to the methods used by Gopalakrishna and Lillien.

Theories on marketing communication strategies will be used in order to design what marketing tactics the client should use in order to reach its desired customers.
Malcolm McDonald (2006), author of 'Strategic marketing planning: theory, practice and research agendas' developed a practice guide based on theory; in order to develop marketing communication strategies for brands. The authors state "when a communication strategy matches the channel conditions, channel outcomes will be enhanced in comparison with the outcomes when a communication strategy mismatches channel conditions" (pg.7, 2006). McDonald states, "A well-defined communication strategy will ensure the brand message is put across" Pg.1, 2006). It is important to mention that communication strategy will evolve fast due to the pace of changing technology and media that will develop new ways to engage consumers over time, the author mentions this. A communication strategy promises better effectiveness of communication at a time where budgets are tight for most companies, and where media choice is growing and becoming more complicated. The author interviewed clients and agencies, and the majority agree that it has become more difficult to communicate with consumers than ever before, and to make the situation worse; communication budgets have never been under greater pressure (pg.3, 2006). The key question is now "how to most effectively use all the money spent on communication?"
The notion of a marketing communication strategy is a holistic approach to planning how a brand engages its audience, where the creative content and the media must be considered together. In order to communicate effectively, McDonald clarifies some important terms, one of which was 'live brand experience'; meaning a promotional event, exhibition, product demonstration or even dedicated retail outlet, where the customer is in direct contact with the brand. This would also

include a trade show. McDonald studied marketing and communication theories and literature, as well as interviewed and surveyed employees and customers of brands in order to develop what should be in a communication strategy.

Firstly, McDonald states the brand needs an objective. This is the most important component of a marketing communication strategy. The objective is the key to keeping things as simple as possible, and not getting confused in multichannel, multi-content, often multi-market communication (pg.5, 2006).

Secondly, a budget is required to be set. A brand needs to ask itself 'how much should be spent on communication?' It is important to keep the budget relative to the objective; it would not be possible to achieve the objective otherwise. Usually, the more difficult the task, the greater the budget will be. To set budgets, techniques such as advertising-to-sales ratio per market sector; matching share of voice to share of market, the cost of delivering agreed levels of coverage and frequency against defined target audiences. A pre-fixed budget is not a bad thing; it creates concentration and a guide.

Thirdly, targeting. It is very important to be clear with whom the brand wants to have dialogue with, and researching this target audience is key to understand them. The more information you gather on a target audience, the easier it will be to construct an effective communication strategy for them (pg.6, 2006). Defining a target market can be obvious to a brand, but categories can help narrow this down, such as intermediaries (agents, retailers, wholesalers etc.), user types (frequent, infrequent), lifestyle (charitable, gamers etc.), geodemographics (small villages, high crime areas, up market areas etc.), database segment (buyers, responders etc.). However, targeting can be as simple as occupation, location, age and gender (McDonald, 2006).

Fourthly, a guiding idea is helpful. This idea should capture attention and be a good use of the budget. If the idea isn't great, it will unlikely be effective (Pg. 7, 2006). The idea can also help narrow down the choice of media and communication channel

selection. So many channels can be used to touch the target audience, but only some will be right for the idea.

Fifthly, deciding on the communication channel for the communication strategy. Do not underestimate free communication channels such as user-generated content. Media is not the only channel; trade shows (live brand experience) and PR should also be used in conjunction with communication media channels. Mass coverage is not necessary, nowadays; narrow and deep coverage can be achieved through the Internet. Very importantly, do not assume that communication is only one-way. Online, consumers are able to communicate back to brands, allowing feedback and the gathering of data. Use a consumer engagement index rather than awareness or exposure indexes.

The sixth step is integration of channels; each channel should have a specific role to play in order to achieve the objective. Integration can be the correct order by which communication flows from a brand (pg.8, 2006). The seventh and final step is measurement of the marketing communication plan.

McDonald's development of a step by step marketing communication plan for a brand is very useful in the design of a plan, as well as good for analysing the results gathered from surveys in terms of what is needed to improve in areas.

Grebitus, C., & Bruhn, M. (2011), authors of 'A Way to More Effective Marketing Strategies: Analyzing Dimensionality of Cognitive Structures Quantitatively', state "it is essential to be familiar with consumers cognitive structures" (pg.1, 2011). The qualitative method of 'concept mapping' is applied in a consumer survey to elicit cognitive structures and dimensionality of cognitive structures. The authors present methods to analyse dimensionality of cognitive structures descriptively and micro econometrically. To test the methodology, effects of socio-demographics on dimensionality are analysed regarding a chosen product. Results show that consumers' age and education determine whether cognitive structures are more or less complex, whereas gender has no effect on the dimensionality of cognitive structures. The authors state, "to offer tailored marketing strategies based on dimensionality, emotional marketing strategies should be applied to reach

customers with less complex cognitive structures. For consumers with more complex cognitive structures, marketers might focus on providing more detailed, information-based promotion".

Cognitive structures have a major influence on behaviour, mental and overt motor. These explain information processing and purchase decision making by having an impact on the processes of attention, encoding, evaluation, storage and use of information (Pg.3, 2011). In order to conceptualize cognitive structures, the author creates a network of related and associated concepts. The networks are called semantic and/or associative networks (Grebitus, 2011). According to the 'associative network memory model', semantic memory or knowledge can be understood as a node-link structure with lines, the lines indicate relationships connecting concepts. Long-term memory is made up of a lot of semantic networks, which are linked together in hierarchical patterns (pg. 4, 2011). In relation to marketing, it is common to think that the more complex a semantic network is, the more involved the consumer is in terms of product evaluation. Like the Elaboration Likelihood model of attitude change, those with less complex cognitive structures could be stimulated with rather emotional campaigns (peripheral route to persuasion). When it comes to marketing strategies, those consumers with more complex cognitive structures might demand more information regarding the product (the central route to persuasion).

Grebitus used associative elicitation techniques to access semantic networks, they uncover the impact of single associations and their related cognitive structures (using memory probes and graphing techniques, to more structured techniques such as sorting methods). The researcher used agricultural marketing to analyse consumer's perception of food products, such as colour to evaluate the freshness of a product. To summarise the procedure that Grebitus followed during his research, concept mapping was carried out, interviewees received card with concepts on them, then told to add their own concepts, where they then constructed a map by linking concepts together.

To analyse the data on congnitive structures, the number of concepts was used as a variable. This displayed how many associations appeared in consumer's minds and

the links present. This information can be used to tailor marketing strategies to reach target groups, for example, simple and emotional marketing strategies can be used to reach less complex cognitive structure targets (point of sale for brands), and more complex structures would require promotional strategies that provide more information (leaflets).

Andersen (2005) wrote 'Relationship Development And Marketing Communication' and developed an integrative model; which integrates the development of marketing relationships with marketing communication practice, he stated "Especially within the realm of relationship marketing thinking, communication may be understood as an act of persuasion" (pg.2, 2005). Using three rhetorical elements, the process can be seen as developing an understanding of the communicator's intentions and qualities (ethos) and the communication climate (pathos), both of which are necessary for engaging in constructive dialogues with customers (logos). On this basis, the article outlines a model for integrating practices of marketing communication with relationship building and illustrates the model using a case study from a Danish bank as an insight device.

The relationship communication model offers an overview of the relationship-building process, with a list of relationship stages and action factors moving the relationship. Using a compound model made of three phases of the relationship marketing development process:

1. Pre-relationship phase (use one-way oriented communication which develop attractive personality profiles= top of mind effect)
2. Negotiation phase (bi-directional communication)
3. Relationship development phase (expansion phase, information exchange, face to face communication)

Each of these phases can be viewed from a marketing communication perspective, and will challenge the design of communication means and strategies. Communication needs will change throughout Dollhouse's relationship building process, and marketing communication strategy can be adjusted accordingly. Mixing communication strategy and matching it to the relationship marketing procedures,

along with designing marketing communication efforts will achieve the desired outcome.

Theories on branding will be used to discover what can be done in order to create the strong brand image that Dollhouse desires.
Kevin Lane Keller (2001) wrote 'Building Customer-based Brand Equity: a blueprint for creating strong brands'. He theorised that building a strong brand image would result in financial rewards for firms, and that is why it has become one of the top priorities for businesses (Keller, 2001). Using the Customer-Based Brand Equity (CBBE) model, he explains how to build a brand. According to this model, there are four steps involved: establishing the brand identity (breadth and depth of brand awareness), creating brand meaning (using brand associations), eliciting brand responses, and forging brand relationships with customers (loyalty).

In order to achieve these steps, brands must distinguish six 'brand-building blocks': Brand salience, brand performance, brand imagery, brand judgements, brand feelings and brand resonance (most valuable). The CBBE model provides a measurement for brands, so they can assess their progress in their brand-building efforts as well as a guide for marketing research goals. This model will be useful to provide perspective, but also help set strategic direction and manage brand-related decisions. The basis of the model is that the power of a brand resides in what customers have learned, felt, seen and heard about the brand over time (pg.3, 2001), the power of brands and the image they hold remains in the minds of customers. Therefore, marketers must ensure that customers have good experiences with products and services so that the desired thoughts, feelings, images, beliefs, perceptions, opinions etc. become linked to the brand and result in a good image. As Dollhouse is a fashion brand, it is part of a popular market that usually has strong brands, but brand resonance is still a challenge in such markets (Pg.4, 2011).

Macdonald, E. K., & Sharp, B. M. (2000), authors of 'Brand Awareness Effects on Consumer Decision Making for a Common, Repeat Purchase Product', used a controlled experiment to examine the role of brand awareness in the consumer

choice process. Subjects choosing from a set of brands with marked awareness differentials showed an overwhelming preference for the high awareness brand, despite quality and price differentials. Brand awareness is an important choice tactic for consumers when making new decisions. The results were that brand awareness is a dominant choice tactic. Some consumers showed to that they could be persuaded or convinced to try other brands and refrain from making the same repeat purchases. Brand awareness plays an important role in explaining buying habits (pg.6, 2011). This theory can help with the planning for Dollhouse, on how to market the sorts of products that they sell.

The authors Yoo, B., & Donthu, N. (2007) wrote 'An examination of selected marketing mix elements and brand equity'. This study explored the relationship between selected marketing mix elements and the creation of brand equity. The authors propose a conceptual framework in which marketing elements are related to the dimensions of brand equity, that is, perceived quality, brand loyalty, and brand associations combined with brand awareness. Using the structural equation model, empirical tests were carried out. Brand equity is defined by the author as added value to a product using its brand name, which can increase profits to a business due to the creation of competitive advantages. The author mentions that not much research has been done into which activities actually result in the development of brand equity, and that is what this study was focusing on. This is very useful to the design of a marketing communication strategy for Dollhouse as the marketing mix elements can be distinguished in ways that benefit the brands awareness.

The conceptual framework that Yoo and Donthu (2007) develop is an extension of a 1991 model by Aaker. Aaker believed that "brand equity creates value for both the customer and the firm, and value for the customer enhances value for the firm, and that brand equity consists of multiple dimensions" (pg.196, 2007). The extended version of this model involves a separate construct 'brand equity', between the dimensions of brand equity and the value for the customer and the firm. The authors also add background of brand equity, such as marketing activities, as they assume that these activities will have effects on brand equity.

Higher brand equity will mean higher brand awareness, and as a result it should impact brand choices, and willingness to pay high prices as consumers feel it is worth it (Pg.197, 2007). The authors explain that, two identical products; one from Samsung and one from a no-name brand, will result in different perceptions by a consumer, and this difference can be measured by the intention to buy or a preference for a brand in comparison to the no-name alternative. Brand equity consists of brand loyalty, brand awareness, perceived quality, brand associations and other brand assets. High brand equity can mean that "customers have a lot of positive and strong associations related to the brand, and perceive it as high quality, which results in loyalty to the brand.

Yoo and Donthu (2007) found that brand equity could be created, maintained and expanded, by careful long-term investment, brand consistency and fine-tuning marketing. Brand name investments will result in improvements in reputation, image, perceived quality and loyalty. Lowering the price of products may decrease the product quality in the eyes of the consumers; it is seen as more beneficial to maintain a price level. Managers should distribute products through vendors with a good image due to consumer's views. Distribution intensity is also highly correlated with brand equity; this fits more to luxury products. Using the hierarchy of effects model, consumers seem to believe advertising statements and view the products performance according to the claims made. Therefore, the more often consumers are exposed to a brands advertising, the more likely they will be to develop higher brand awareness and associations with the brand, but also a positive perception of the brands quality, which will result in strong brand equity. Price promotions were found to not enhance the strength of brand associations. The results show that frequent price promotions, such as price deals, are related to low brand equity, whereas high advertising spending, high price, good store image, and high distribution intensity are related to high brand equity (Pg.208, 2007).

3.1 CONCEPTUAL DESIGN

The design of this research report is based on the third stage of the intervention cycle; design (Verschuren and Doorewaard, 2010). Design-oriented research was chosen due to the problem analysis and diagnosis of the problem becoming clear to the client prior to the research project. Marissa had already diagnosed Dollhouse's problem and therefore requested that recommendations for a design based on the problem-analysis be created, along with a first prototype (example of a marketing communication strategy) for assessment. The decision to use design-oriented research arose from the fact that the client's wish was it to gain recommendations in the form of a marketing communication strategy; therefore the most appropriate to this type of recommendation is design research. The research will lead to designing a marketing communication strategy, with attention to trade shows, but it will be useful for the brand in general and not only for trade shows.

The contextual requirements of the design should be fit for the Indonesian market. Social requirements of the design should meet the target market of young women between the ages of 18-30. The user requirements refer to the design being modern, and easily applicable, as well as requiring limited costs. The structural requirements of the design are to be affordable, mainly online or through the use of other media channels.

3.2 THE RESEARCH QUESTIONS

Q1: What are the key components of designing a marketing communication strategy for trade shows with the aim of increasing brand awareness?

S1: What key aspects can be derived from theories on trade shows for designing a marketing communication strategy?

S2: What key aspects can be derived from theories on marketing communication strategy for designing a marketing communication strategy?

S3: What key aspects can be derived from theories on brand awareness for the design of a marketing communication theory?

Q2: What is learnt from comparing four minor fashion brands at the trade show and the opinions of trade show attendees in regard to the design of a marketing communication strategy?

S1: What are the outcomes of observing four minor brands when comparing marketing communication strategies for increasing brand awareness?

S2: What are the opinions of trade show attendees in regard to the attraction of booths at the trade fair and the design of marketing communication strategies?

S3: What can be learnt from comparing marketing techniques used by four minor brands at the trade show?

Q3: What are the main similarities and differences between the observation of the four minor brands and the opinions of the visitors about the concept of a marketing communication strategy of Dollhouse?

S1: What can be done by minor brands at trade shows to increase brand awareness?

S2: How will the differences and similarities between minor brands and visitors to trade shows be assessed in light of the design of a marketing communication strategy?

S3: what design can be formulated as a result of the outcomes of the observations with four minor brands and surveys with trade show attendees?

4. RESEARCH DESIGN

4.1 RESEARCH OBJECTIVE

a) The research objective is to provide recommendations to Dollhouse Asia on the design of a marketing communication strategy to implement within Indonesia, focused on upcoming trade shows, to create brand awareness.

b) by observing how four of the competing minor fashion brands present themselves at the trade show and by surveying visitors on opinions about general marketing communication strategy and the trade show presence to promote brand awareness for Dollhouse Asia.

4.2 VISUALIZATION OF THE RESEARCH FRAMEWORK

The research framework presented in this subsection shows the interrelations between the theoretical frameworks, the research perspective and research objects and explains how the final outcomes of the research are derived.

The selected areas of study are used as the sources for the conceptual model of the research framework. The conceptual model is necessary for the research objects observation that will present information on the basis of which conclusions will be made. The final outcome of the research report will comprise recommendations regarding the design of a marketing communication strategy that will refer to the findings of the research. The research framework is divided into four steps - A, B, C and D, which relate to the theoretical framework, finding of the research objects, comparison of the results and recommendations respectively.

a) A study on marketing communication strategy, branding and trade show theories, derived from relevant literature, and preliminary research on the Indonesian fashion market, generates **b)** the basis of which the marketing efforts and set up of four minor Fashion brands at the trade show will be observed and trade show attendees will be questioned on demographic information, opinions, the trade show presence, and promotion/brand awareness of Dollhouse Asia. **c)** The findings conclude the **d)** design of a marketing communication strategy for Dollhouse Asia.

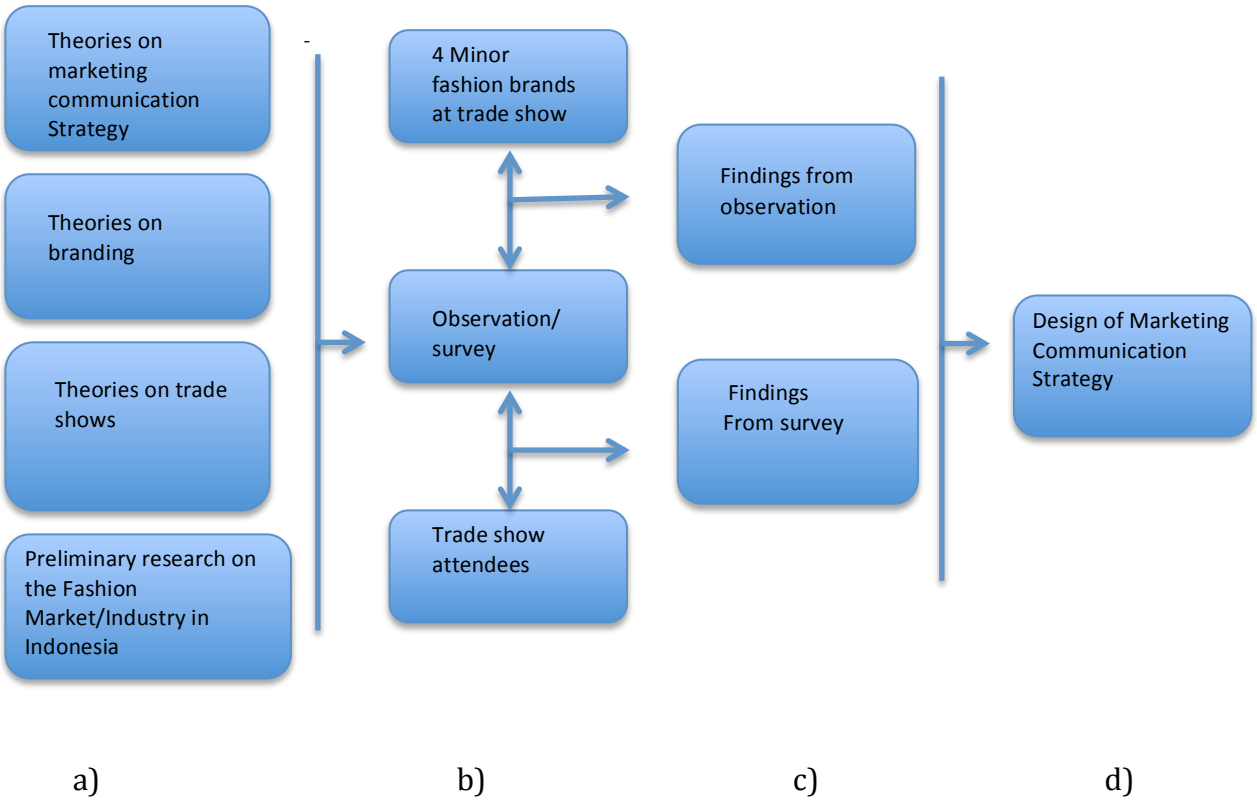


Fig. 1- The Research Framework

4.3 RESEARCH STRATEGY AND METHODOLOGY

The research strategy and methodology will give a clear explanation and motivation of how the research is to be carried out. The methods will be clearly described; there will be an explanation of how the relevant data will be gathered and how the collected data will be processed.

A breadth strategy will be followed, based on the fact that the research objects are 'Minor fashion brands' and 'trade show attendees', thus, a large-scale approach must be adopted and the results can be generalized. This is because there is an abundance of fashion brands in the Indonesian and international market, and collecting data on each one would be next to impossible according to the time frame of this project.

In order to prepare for this research project and gain background knowledge on the Indonesian market, some initial research interviews were conducted with the following firms (only initials are noted):

1. Bandung Creative Week- Interview with AD, head of a company that organises trade shows in Bandung, Indonesia, every year.
2. Dollhouse Asia- interview with MLN, founder of the fashion brand and client for this research project.
3. Trademark Indonesia- interview with MK, head of marketing for a trade show organising company stationed in Jakarta.

The data collected will be qualitative in nature, where interpretations can be made in order to give accurate advice to the client. The research conducted will be a combination of empirical research and desk research; because primary data will be collected and secondary data will also be retrieved from existing literature. Theories from literature will give input into which topic areas are relevant in the questioning of trade show attendees and the observation of minor brands.

According to Saunders (2003), there are five research strategies, but the most suitable for this project are 'Survey' and 'Desk Research'. Several surveys will be conducted with as many as 50 trade-show attendees regarding the research questions and objectives, derived from theories and preliminary research. Desk research will provide guidelines on how to observe the four minor brands at the trade show. This strategy is critical for the client as it is important to understand first-hand what the trade show attendees opinions are like and how other brands conduct themselves in order to distinguish a suitable marketing communication strategy. Desk research is essential so that qualitative and quantitative data can be gathered regarding theories on marketing communication strategy, branding, trade shows and the Indonesian fashion market and industry.

Surveys will be conducted with trade show attendees to gather their opinions on trade shows and marketing. According to Saunders, "whenever it is impractical to collect data from an entire population, you need to select a sample", therefore, non-probability sampling will be used to make inferences about marketing communication strategies. Due to the importance of a high response rate, 50 trade show attendees will be surveyed. Using quota sampling, females between the ages of 16 to 50 will be interviewed.

In the surveys with trade show attendees, cross-sectional research will be gathered. The surveys will be conducted within a short time frame, they will be standardized to save time and gain the desired data from sources. This decision was made in order to save time and find correlations with the data from the primary sources, enabling analyses to be conducted. Survey research is applicable for this project as the aim is to obtain knowledge regarding the research objects that are more focused on breadth rather than depth. The minor brands will be observed at the trade show based on observation questions found through desk research. The motivation for using desk research to gather data is that it allows a large amount of data to be gathered quickly, and a large amount of the material required to answer the research questions is available.

The brands will be observed for 30 minutes, this is due to the researcher not having enough time or resources to observe the brands for longer periods or more than once in a day. Only one person will be collecting the data, and the researcher will be at the trade show to assist with Dollhouse Asia's booth as well as collect data. The observation time will be from 12-noon (before lunch time) over both days.

The sources of the research based on the strategy outlined above and in regard to the research questions will be data sources and knowledge sources. One of the main sources will be people; meaning people working or experienced with the Indonesian fashion market and trade shows, this could be trade show organisers, but also the marketing head, the CEO, the designer or anyone functioning as a communication person for the company. The media will be used as a source for information on the Indonesian fashion market and on trade shows, providing preliminary research and history in this field. Furthermore, documents will be used as sources for data from marketing communication studies to find relevant statistics.

Due to the high variety of source triangulation in this research, accurate data will be collected for the research objectives and research questions to be successfully answered.

4.4 RESEARCH OBJECTS

In order to design a marketing communication strategy, it is crucial to discover the most influential and important factors in the fashion industry in Indonesia.

This can be done through observing minor fashion brands at trade shows and by conducting surveys with trade show attendees. At the trade show, 4 minor fashion brands marketing tactics will be observed, such as their chosen choice of communication media (social media, TV, Magazines) and the design or set up of their booth. The distinction of a minor brand has been made based on the scope of production, diversification of production, market position and target consumers. Minor brands are the focus due to Dollhouse Asia fitting the category of a minor brand itself.

The minor brands that will be observed at the trade show are:

1. AGUA DE ALMA Agua de Alma- a luxury swimwear and resort brand
2. Michelle Worth Design Studio Michelle Worth- a brand that focuses on a fusion of traditional Asian clothing with modern-day trends
3. Fairy Berry- Boutique and shoe brand who also sells online
4. Dane & Dine- handmade shoes sold through social media sites

These 4 brands will all be present at Bandung Creative Week, so the observation will take place in April at the same trade show.

Secondly, the trade show attendees will be surveyed. Some topics of the survey will include: what attracted the visitor to a specific booth, how did they find out about the trade show and what sort of communication media do they use most (TV, Facebook, Twitter etc.).

The trade show attendees will be selected based on:

- Females
- Between the ages of 17-40

The survey subjects will be narrowed to this selection criteria based on the target groups of Dollhouse and the other minor brands, as these opinions will be more

applicable to the research. The feedback and information will result in advice for the design of a marketing communication strategy for Dollhouse Asia.

5. RESEARCH FINDINGS

5.1 MINOR BRANDS OBSERVED AT TRADE SHOW

Four minor brands were observed at the Bandung Creative Week trade show that took place in April 2014. The observation took place over 30 minutes per brand at various times over two days (Friday 4th and Saturday 5th April 2014). The brands were observed according to questions (listed below) and factors found in desk research on branding, trade shows and marketing (see Appendix 9.1 for layout of booths at the trade show). Observation questions were adapted from Kerin, Roger A., and William L. Cron (1997) in 'Assessing Trade Show Functions and Performance' and from Dekimpe, Marnik G., Pierre Francois, Srinath Gopalakrishna, Gary L. Lilien, and Christophe Van Den Bulte (2007) in 'Generalizing about Trade Show Effectiveness: A Cross-National Comparison'.

These questions included:

- How popular the stand appeared to be (how many visitors were present at the time of observation)?
- How the stand was set up?
- How did the brand decorate the booth?
- What types of posters or flyers were used?
- What type of music was being played?
- How clear was the brand name to passers by?
- How many staff were working at the booth?
- How much space was there?
- How big was the booth?
- Were there any social media pages advertised?
- What special deals/discounts were advertised?
- What was the price of the products?

Each brand was observed according to the questions listed above.

The findings for each brand were the following:

1. Agua de Alma

During the 30-minute observation time, it was clear that 'Agua de Alma' had put some effort into the booths decorations; they had a large-standing sign in front of the booth, with their logo and name clearly visible. There was a mannequin wearing a swimsuit and sarong, it was colourful and attracted peoples attention. The booth was 9 square meters; the clothing was displayed along the sides on hanging racks. The brand chose to play relaxing music, which seemed to attract people's attention. There were no flyers, but there was one hard cover book placed on the counter in the middle of the booth. This book was a 'look book' with every item photographed on a model so the consumers could see how products looked. The booth had two staff members working, and there were 3 customers browsing. The price of products ranged from IDR 900,000 (USD 90) to IDR 2,000,000 (USD 200) and there were no special deals or discounts (see appendix 9.2 for photos of the booth).

2. Michelle Worth

The Michelle Worth booth was one of the least decorated at the trade show. There was a sign with the brand logo and name, however it was not strategically placed so passers by could not see what brand the booth was representing at first glance. There were no flyers used, no social media or websites advertised, and no music was played. The booth was small, only 7 meters squared. There was a mannequin, but it was wearing a long white dress, so it was not very colourful (see appendix 9.2). The clothing was lined along one side of the booth and a desk dominated the other side. There was one staff member working, and there were no customers in the booth at time of observation. The price ranged from a minimum of IDR 3,000,000 (USD 300) to IDR 5,000,000 (USD 500), and there were no discounts or sale items.

3. **Fairy Berry**

The Fairy Berry booth was very bright and colourful, fake grass-like carpet was used in the stall, as well as a large handmade banner strung from either side of the booth. The style of the brand was reflected in the booth, with cute and quirky decorations such as sunflowers and patchwork tablecloths. The shoes were displayed on lots of different surfaces, some on the floor, some on white shoe stands and others on tabletops (see appendix 9.2). There was no desk like in most other booths; instead two workers were sitting at the back of the booth, there were 4 customers in the booth at the time of observation. There was a mirror on the floor and other flowers decorated around the booth. The booth was 9 meters squared; there were no flyers, social media sites or websites displayed. The price of shoes ranged from IDR 200,000 (USD 20) to IDR 400,000 (USD 40).

4. **Dane & Dine**

Dane & Dine was another store that put a lot of effort into the decoration of the booth (see appendix 9.2). The booth was 9 meters squared, and the carpet was also fake grass-like green. At the back of the booth there was a wall-sized billboard with the brands name and website on it. The shoes were all displayed on light-wooden racks and each shoe was a different colour from the one next to it. There was a chalkboard at the front of the stall with 'discount' written on it, and another poster behind the shoe displays with the brand name and website on it. There were no flyers, no music and two staff members were working, and there were 2 customers at the time of observation. The shoes cost IDR 150,000 (USD 15), but as a promotion the second pair would only be IDR 100,000 (USD 10).

5.2 SURVEY FROM TRADE SHOW

Surveys were conducted with 50 trade show attendees at Bandung Creative Week over the period of two days. The Survey findings have been collaborated into graphs and charts to organise the data and show any correlations. The Survey had 18 questions, including the demographic basic information of participants (see Appendix 9.3 for sample surveys). The objectives of the survey were to collected

demographic data from trade show attendees, as well as find out information on online shopping usage, social media network usage and to generally learn more about the target audience. These objectives were chosen in order to help find out how to best market the brand to Dollhouse's target market.

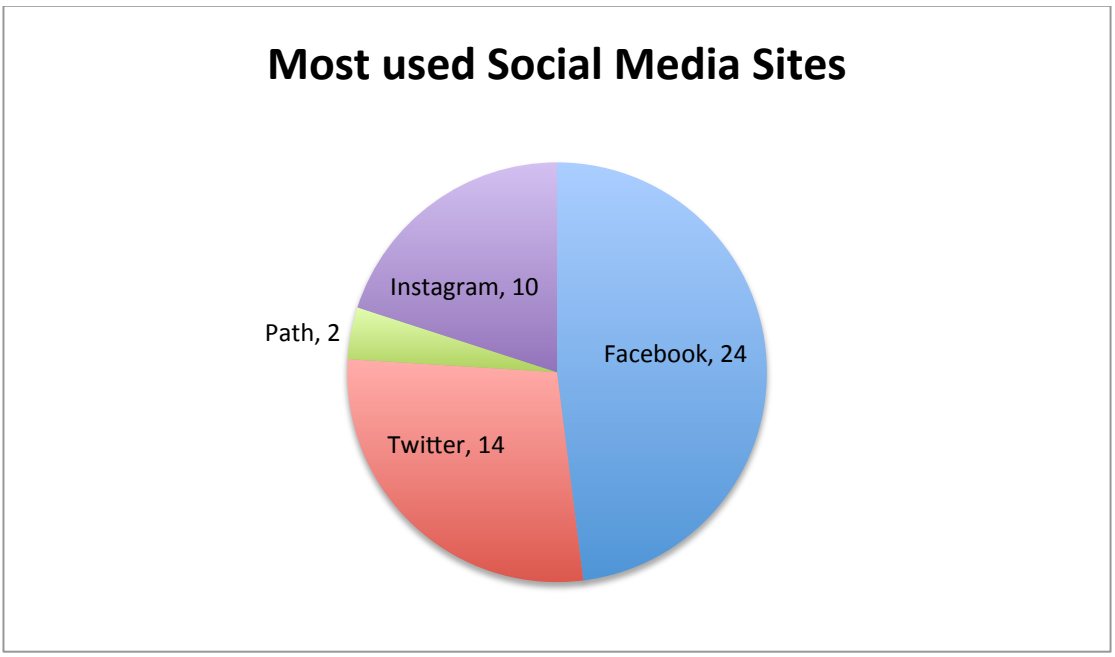
Over the period of two days, there were approximately 1,000 people that attended the trade show in Bandung (Bandung Creative Week organisers, 2014). The surveys were answered by a sample of a non-probability group of 50 visitors at the trade show. Using homogeneous sampling, survey subjects were selected based on their gender and age group; females between the ages of 18 to 40 were chosen, as this is the target group of Dollhouse. This sampling technique allowed focus on one particular sub-group to be studied in more depth (Saunders, 2009). The expectations of this survey were to give accurate representative information on the target market, especially in terms of social media network usage. This information was collected successfully; however more in depth details on the use of social media and online shopping would have been able to give more insights.

City of Residence	**Gender**	**Age**	**Occupation**	**Online shopper**
1. Jakarta	Female	23	Student	Yes
2. Bandung	Female	21	Assistant	Yes
3. Bandung	Female	28	Teacher	No
4. Jakarta	Female	30	Manager	Yes
5. Bekasi	Female	18	Student	Yes
6. Bogor	Female	29	Housewife	No
7. Surabaya	Female	25	Secretary	Yes
8. Jakarta	Female	19	Student	Yes
9. Bandung	Female	30	Manager	No
10. Bandung	Female	27	Designer	Yes

Fig.2 Table of Demographic Information collected (sample)

The demographic information was collected to give some background on survey participants, 10 out of 50 were analysed and shown in fig.2 (above). It is important in this research project to be aware of the age, location, gender and occupation of survey subjects; to be sure that the opinions collected were suitable to the brands target market. The majority of trade show survey participants were below the age of 30, were working, and lived in larger cities. This information is important in order to tell whether or not the trade show attracted the right sort of people for Dollhouse as a brand.

Fig.3 Pie Chart of Popular Social Media Site Usage



From the data collected during the surveys with 50 trade show attendees, it was clear that the most popular social media site was Facebook, with 24 participants opting for the site as their 'most used' (see fig.3). However, all participants confessed to using more than one social media platform everyday. Facebook has a total of 1.23 billion users worldwide, so it is understandable that so many survey participants used it more than any other site (How Many People Use Facebook, Twitter and 415 of the Top Social Media, Apps and Tools, 2014)

With 20 million users on Path, 200 million users on Instagram and 243 million users on Twitter, social media sites are a way for brands to connect and communicate with their target market (Brown, L., 2014). Although path is the least popular, it is rapidly

growing in popularity with as many as 1 million new users each week (Lynley, M. 2014).

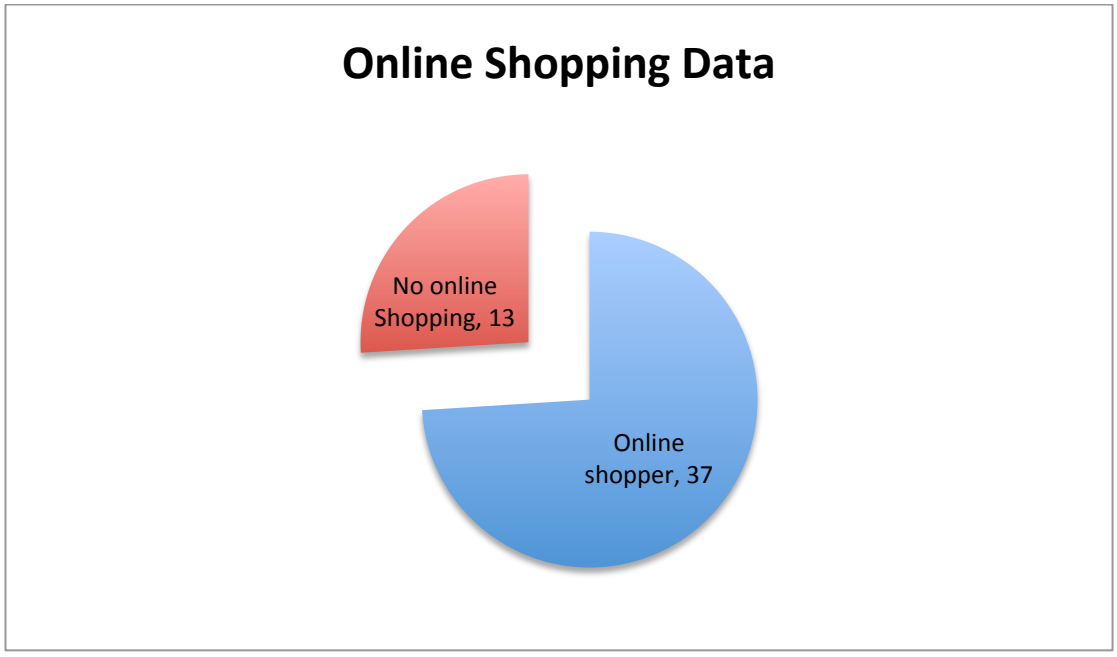


Fig.4 Data on online shopping out of the 50 survey participants

As the Dollhouse brand is sold online, it was crucial to find out who of the 50 trade show survey participants actually took part in online shopping. 37 of the 50 survey subjects said that they shop online. Whereas 13 said that they did not. This data is important, as it shows that 13 of the 50 people asked would be not be able to purchase Dollhouse products in the current online web-shops.

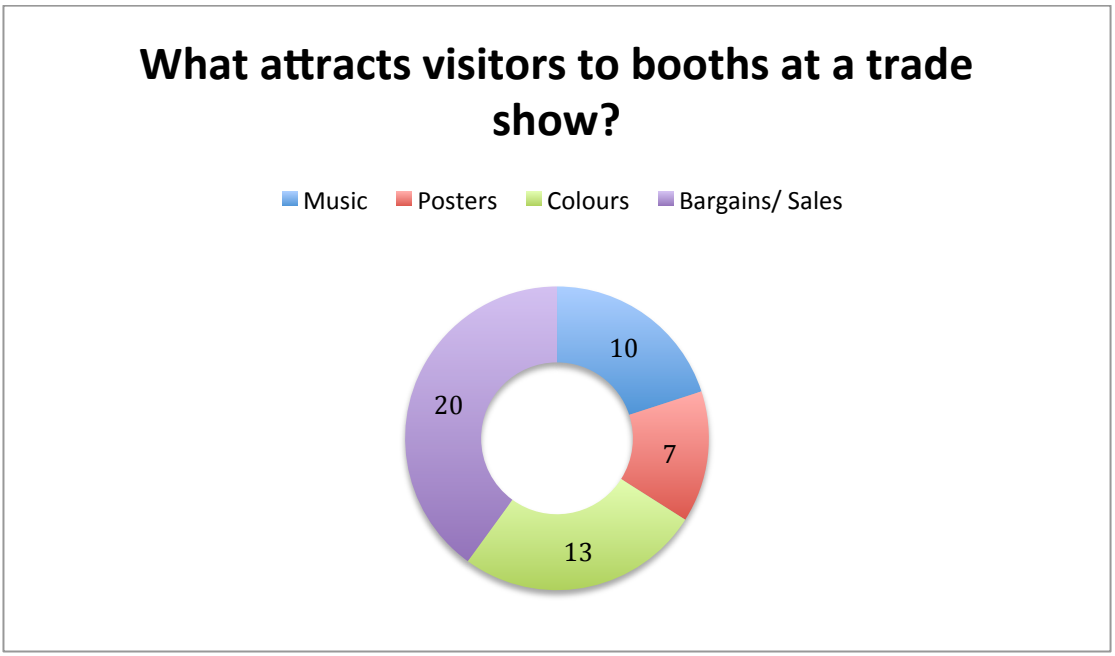


Fig.5 Chart on 'what visitors say attracts them to a booth'

When survey participants were asked what attracted them to booths at the trade show, 20 out of 50 said it was booths that advertised sales and discounts. Secondly, colourful booths were more attractive to survey participants. 13 survey participants said that colours attracted them more to booths than anything else. Only 7 said that posters attracted them to a booth. 10 survey participants stated that music attracted them to booths at the trade show.

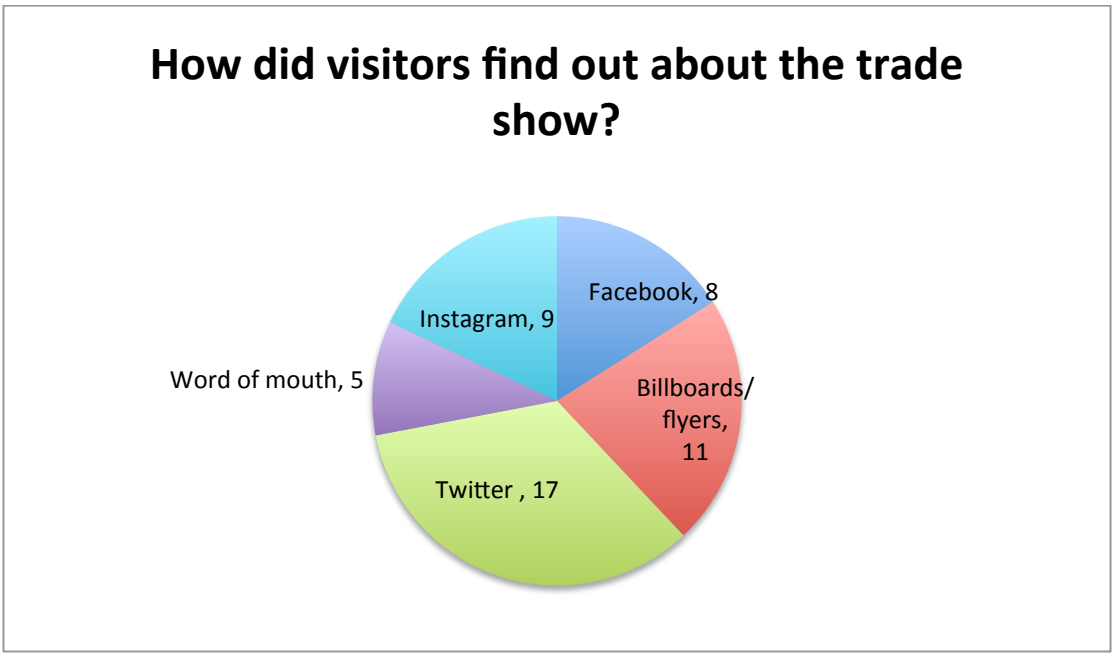


Fig.6 Chart on how trade show attendees found out about the trade show

Information on how the survey participant found out about the trade show was collected in order to see what communication channels was more effective in spreading a message. 17 people said that twitter was the main channel that they heard about the trade show from, with daily posts about "saving the date" from the 'Bandung Creative Week' profile but also from the brands at the show. 11 people said that they heard about the trade show from billboards and flyers prior to the event. 9 people said that Instagram was the channel that they were using when they found out about the trade show event. Only 5 people were at the trade show after hearing about the event from friends through word of mouth.

5.3 VALIDITY OF RESULTS

The results are subject to reliability, and therefore must be mentioned. The observation of the four minor brands at the trade show are only valid to a certain extent, due to the fact that the results gathered were only based on the 30 minute time frame, which accurately shows the brands conduct at the trade show for that time only. Ideally, the brands should have been observed several times during the trade show, not just at one moment in time, however, the results are representative in terms of answering the research questions.

The surveys with trade show visitors were only conducted with 50 people, and there could have been at least 10,000 people at the trade show over the period of two days. It was not possible to collect data from every person due to time constraints, and limitations due to other commitments at the trade show. However, 50 people were selected as a representative sample due to being female, and between the ages of 18 to 40, therefore the results give an indication of the population of the clients target market.

6. CONCLUSION

The aim of the research was to find out what marketing communication strategy could be designed for Dollhouse Asia in order to create brand awareness, to be implemented at upcoming trade shows. The survey results show that visitors to the trade show found out about the event through social media networks, word of mouth or billboards/flyers. This corresponds with Dekimpe's research, where he stated that "The trade show pre-marketing activities (direct invitations, publicity) will have different effects on different people, depending on where they are in the buying process" (pg.5, 2007). This explains that pre-marketing activities are highly important to the success of a brand at a trade show (in terms of selling). This information can be used for designing the pre- trade show marketing communication strategy for Dollhouse, as marketing activities prior to the show become crucial. The research findings correspond with Dekimpe's research, where generating awareness through communication play a large role in trade show effectiveness.

According to Kerin and Cron (1997), certain activities performed at trade shows are connected to performance. Using the Outcome based dimension and behaviour-based dimension, they assessed performance at trade shows. The so-called 'image-building activities' used by brands play a key role related to building image and reputation at trade shows. This theory emphasises the importance of planning and designing the marketing communication strategy for firms.

The survey results have shown that the majority of trade show visitors use social media networks (17 out of 50 use Facebook, all 50 use some form). This

Gopalakrishna (2003) stated that trade shows compliment advertising efforts, as they generate awareness, express corporate image and provide product information. This demonstrates further why brands should get involved with trade shows, should market their products accordingly, and why they will have "positive economic returns" (pg. 80, 2003). This is more evidence of why trade shows are a good strategy for Dollhouse to get involved with, and to design their marketing communication strategy around, especially in terms of creating brand awareness.

Malcolm McDonald (2006) focused on developing marketing communication strategies for brands, "a well-defined communication strategy will ensure the brand message is put across". Following McDonalds theory, the steps of how to design a communication strategy will be followed in the advice/design section of this report (objective, budget, target, ideas, communication channel, integration). The survey results on online and offline shopping will play a role in how to develop the strategy, as the budget, target and communication channels that will be used can be made clear from the survey findings.

Concept mapping can be used as Grebitus and Bruhn (2011) state is essential for becoming familiar with consumers cognitive structures, which have an influence on behaviour. Concept mapping can be used regarding Dollhouses products and which ways will best market the product to the target consumers.

Andersen (2005) developed an integrative model regarding relationships (pre-relationship, negotiation, development). Communication needs will change throughout Dollhouse's relationship building process, and marketing communication strategy can be adjusted accordingly. Mixing communication strategy and matching it to the relationship marketing procedures, along with designing marketing communication efforts will achieve the desired outcome.

Kevin Lane Keller (2001) wrote 'Building Customer-based Brand Equity: a blueprint for creating strong brands'. He theorised that building a strong brand image would result in financial rewards for firms, and that is why it has become one of the top priorities for businesses (Keller, 2001). Using the Customer-Based Brand Equity (CBBE) model, he explains how to build a brand. According to this model, there are four steps involved: establishing the brand identity (breadth and depth of brand awareness), creating brand meaning (using brand associations), eliciting brand responses, and forging brand relationships with customers (loyalty). The basis of the model is that the power of a brand resides in what customers have learned, felt, seen and heard about the brand over time (pg.3, 2001), the power of brands and the image they hold remains in the minds of customers. This should be an essential element for Dollhouses design of a marketing communication strategy.

When survey participants were asked what attracted them to booths at the trade show, 20 out of 50 said it was booths that advertised sales and discounts. This finding backs up the theory of Yoo, B., & Donthu, N. (2007) in their study 'An examination of selected marketing mix elements and brand equity', where price promotions resulted in higher brand equity. Conclusions are based on the research results, where 13 survey participants said that colours attracted them more to booths than anything else. There is a psychology behind the use of colours, and it has been shown in several studies that colour can be used to trigger emotions and manipulate consumers (Morris, 2013). Only 7 people said that posters attracted them to a booth. A study by William Baker (1986) shows that posters may increase brand awareness, brand recall and brand recognition.

10 survey participants stated that music attracted them to booths at the trade show. North, A., & Hargreaves, D. (1997) conducted a study on the importance of music, they found that music played a role in brand perception, music actually influenced their perception of the store's atmosphere. In the study, customers said a store was 'cool and modern' when upbeat, fast tempo music was played, but when slow rock music was played customers thought the store was 'tired and dull'. Hargreaves

(1997) also proclaimed in his study that music had an influence on consumer behaviour, the study involved monitoring the sales of French & German wine in a large supermarket. Throughout a day, at alternate times French & German music was played. When French music was played the results showed that French wine outsold German wine 3:1. However when German music was played, German wine outsold French wine 2:1. When questioned, customers said they were unaware of the effects. In an article by Bulearca (2010), titled 'Twitter: a viable marketing tool for SME's?' it was stated that: "Although Twitter should not be viewed as "the be all and end all for our communications", it is still a critical platform to embark on, especially if companies want a chance to listen to/influence consumers' opinions" (pg299, 2010).

7. ADVICE/ DESIGN: The Design of The Marketing Communication Strategy for Dollhouse Asia

In this section, the final advice and design of a marketing communication strategy for Dollhouse Asia will come together. The design and steps recommended are based on the conclusion in chapter 6. The following design and advice will help Dollhouse Asia to further develop its brand awareness and create a full strategy for them to implement in the coming years.

Developing the Marketing Communication Strategy

The following steps are followed from Malcolm McDonalds guide on how to develop a marketing communication strategy for a brand.

1. The Brands Objective: To develop brand awareness at trade shows in Indonesia, using both online and offline marketing to reach the brands target market.
2. The Budget: According to the clients communication budget, the maximum amount of expenditure on marketing is USD $2,000 per year. This is subject to change depending on income.
3. Targeting: Young, career driven, modern women, from the ages of 17-30, who are fashionable and care about their appearance.
4. Guiding idea: Invest more in social media advertising, but also spread the brand name more through the media (using Marissa Nasution as a brand ambassador/celebrity endorsement). Creating posters and flyers for use at trade shows will also develop brand awareness and attract the target market.
5. Communication channels: Trade shows, fashion shows, social media, the brand website, TV and magazines (celebrity status creates this competitive advantage to free advertising).

Advice for Dollhouse Asia

Some general advice for Dollhouse Asia has been developed to ensure that the Marketing Communication Plan can be followed and the results will be successful:

- Dollhouse should hire someone specifically to manage their online presence; this will be key in reaching their target market more efficiently and spreading brand awareness.
- The Dollhouse website should be updated more frequently, it needs to be modern in order to attract the target market.
- The website should also advertise price promotions or deals to encourage buying behaviour.
- The brand has a competitive advantage: Marissa is a celebrity in Indonesia and the owner of the brand. This should be exploited! Marissa is interviewed regularly, she should mention and promote her brand at every chance possible. This will increase brand awareness considerably.
- Taking part in Indonesia Fashion week is a great way to showcase the designs of Dollhouse, increase brand awareness and reach the target market. There are fashion shows daily, Dollhouse Asia could take part in this event in conjunction with other brands.
- Facebook should be used more regularly, as currently Twitter and Instagram are used more by Dollhouse, whereas survey results have shown that Facebook is the most used among the targeted survey participants.
- Online bloggers should be used to promote the brand. Giving free products to bloggers with a high following will result in higher brand awareness too, as well as getting them to mention what trade shows or fashion shows the brand will attend.

Advice timeframe

Below, there is a table of advice for three timeframe categories. The short-term advice, which covers the first four weeks of the new marketing communication strategy for Dollhouse, the mid-term advice, which covers the first 3 months and finally the long-term advice which covers the first year and longer of the marketing communication strategy. The following table was generated to show the order of the strategy.

Short-term advice	- Improve the Website - Establish more social media presence - Facebook - Advertise online (Facebook) - Create promotional material (posters, flyers) - Attend trade shows - Take part in a fashion show (Indonesia Fashion week)
Mid-term advice	- Strengthen business connections - Visit trade fairs
Long-term advice	- Create strong corporate identity and corporate image - Strengthen business connections and form new connections

Implementation

Trade Show Booth Design:

In order to attract more people at trade shows, Dollhouse should plan their booth design in advance. By investing in some shoe and bag stands, their booth will stand out from the rest. In conjunction with well-designed posters and flyers, Dollhouse will be able to increase brand awareness too.

The following image was taken showcasing a possible design Dollhouse should follow to set up their booth at trade shows:

Posters and Flyers Design:

The following designs were created using Dollhouse products. These posters and flyers could be options for the brand to use at trade shows to increase brand awareness.

- Flyer design

- Poster design

- Banner

Website Outline:

A website is one of the most important communication channels for a company. The biggest part of information about Dollhouse Asia will be disseminated through the website, thus, it is very important to include all the necessary information that could be of value to future customers and partners. Another important aspect for Dollhouse's website it that it will be used to sell their products too, so the layout and process of this shopping experience must be as seamless as possible. By studying other fashion brands that sell online through websites, the most relevant information types have been selected. The website overview suggests the information that should be available on the Dollhouse Asia website.

- More about Dollhouse Asia
    - About Dollhouse Asia
    - Facts

    - History
    - Jobs at Dollhouse
    - As seen on screen
- Corporate responsibility
    - Vision and mission
    - Values
    - Quality of products
- Whats in store?
    - Women
    - A-Z of products
    - Buy gift vouchers
- Follow Dollhouse
    - Facebook
    - Twitter
    - Instagram
    - Path
- Questions?
    - Help
    - Track order
- Contact us!

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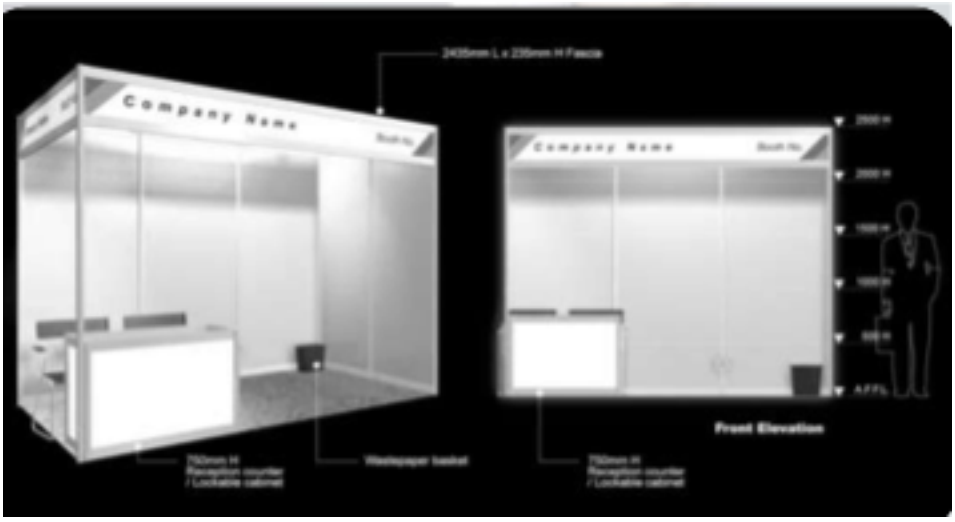
9. APPENDIX

9.1 Bandung Booth layout and design

Bandung trade show layout



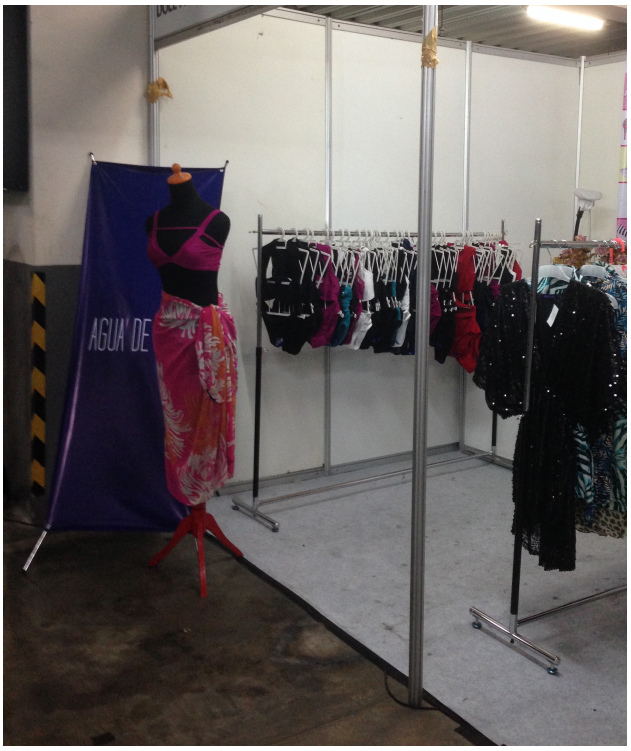
General design of booth at Bandung Creative Week

Overview of the event

9.2 Photos of brand booths

DOLLHOUSE BOOTH

AGUA DE ALMA BOOTH



MICHELLE WORTH

FAIRY BERRY

DANE AND DINE BOOTH

9.3 Survey (sample)

SURVEY FOR BANDUNG TRADE SHOW

Date: 3/4/14 Age: 20 Gender: Female
City of Residence: Jakarta

1. **How did you find out about Bandung creative week?**

   Facebook

2. **Why did you come to Bandung creative week? (Shopping, contests etc.)**

   Shopping

3. **What social media website do you use more? (Facebook, twitter, Instagram etc.)**

   Facebook

4. **Do you prefer shopping in stores or online?**

   Online

5. **Do you shop online? How often?**

   Yes, 3 times a month or more

6. **Who is your favourite designer here?**

   Flirt! By Indah kalaloa

7. **Have you discovered new brands today?**

   Yes

8. **What attracts you most to a brands booth? (Music, colours, posters, the brand logo etc.)**

   Posters

9. **Did you buy anything today? If so, what did you buy?**

   Yes, a dress